

# Mobile MBA: 2015

Working in open collaboration, to build a transparent measurement collection and reporting methodology, and to publish a freely available dataset of US consumer broadband performance, since 2010.

18 AUGUST, 2015 | WASHINGTON D. C.

# Agenda

- Status on Ongoing Privacy and Statistics Analysis
- Status on Competition and Mobile Report and Analysis
- 2015 - 2016 Code of Conduct
- Work Group Topics
- NCSU IAA Team Announcement

# Ongoing Privacy and Statistics Analysis

- Preparation of datasets and reports
- Mapping visualisations to be included (not under active development)
- Performance Metrics & Data Analytics

# Mobile Report and Analysis

- Samples passing statistical validity tests
- Valid sample size, confidence intervals, variance, other disaggregations
- Geographic Analysis of Data - sub-national
- Time intervals for Quarterly Peak-AM, Peak-PM, Off Peak-Afternoon and Off Peak (Manual tests) PM, with potential to rollup CMA data to Bi-annual or Yearly statistics where thresholds are not met;

2015 FCC MEASURING BROADBAND AMERICA PROGRAM  
MOBILE TESTING AND MEASUREMENT  
STAKEHOLDERS CODE OF CONDUCT

August 17, 2015

**WHEREAS** the Federal Communications Commission of the United States of America (FCC) is conducting a Broadband Testing and Measurement Program, with support from its contractor SamKnows, the purpose of which is to establish a mobile technical platform for Measuring Broadband America and further to use that platform to collect data;

**WHEREAS** the FCC has recruited subscriber volunteers who have agreed to provide mobile broadband performance information measured on their handsets to support the collection of broadband performance data; and

**WHEREAS** the FCC takes steps to protect the privacy of subscriber volunteers to the program's effort to measure mobile broadband performance;

**WE, THE UNDERSIGNED**, as participants and stakeholders in that Measuring Broadband America Program's Mobile Broadband Testing and Measurement Effort, do hereby agree to be bound by and conduct ourselves in accordance with the following principles and shall:

1. At all times act in good faith;
2. Not act, nor fail to act, if the intended consequence of such act or omission is inconsistent with the privacy policies of the program;
3. Not act, nor fail to act, if the intended consequence of such act or omission is to enhance, degrade, or tamper with the results of any test for any individual subscriber volunteer panelist or broadband provider, except that:
  - 3.1. It shall not be a violation of this principle for broadband providers to:
    - 3.1.1. Operate and manage their business, including modifying or improving services delivered to any class of subscribers that may or may not include subscriber volunteers panelists among them, provided that such actions are consistent with normal business practices, and
    - 3.1.2. Address service issues for any individual subscriber volunteer panelists at the request of the subscriber volunteer panelist or based on information not derived from the trial;
  - 3.2. It shall not be a violation of this principle for academic and research purposes to simulate or observe tests and components of the testing architecture, provided that no impact to FCC data or the Internet Service of the subscriber volunteer panelists occurs; and
4. Not publish any data generated by the tests, nor make any public statement based on such data, until such time as the FCC releases data or makes a public statement regarding any results of the tests, or except where expressly permitted by the FCC; and

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